

Message Text

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PAGE 01 LUXEMB 00081 271012Z POSS DUPE
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----272038Z 064670 /45

R 270830Z JAN 77
FM AMEMBASSY LUXEMBOURG
TO USDOC WASHDC
INFO SECSTATE WASHDC 5596
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL AMSTERDAM
AMCONSUL ROTTERDAM
AMCONSUL ANTWERP

UNCLAS LUXEMBOURG 0081

E.O. 11652: NA
TAGS: BEXP, LU
SUBJ: COMPUTER-AIDED BUSINESS SYSTEMS TRADE MISSION, MARCH 1-11, '77

REF: USDOC 1082 AND 584

1. EMBASSY IS COORDINATING LOCAL ARRANGEMENTS WITH LUXEMBOURG CHAMER OF COMMERCE, WHICH GENEROUSLY WILL PROVIDE OFFICE SPACE FOR APPOINTMENTS AND ASSIST IN PROMOTION. MANUFACTURERS' ASSOCIATION WILL ALSO ASSIT IN PUBLICITY THROUGH ITS MAGAZINE. EMBASSY PLANS INITIAL ANNOUNCEMENT LETTER BASED ON REFTELS TO MAILING UNIVERSE OF APPROXIMATELY 150-200 FOCUSING ON LARGE BANKING COMMUNITY (80-PLUS), GOVERNMENT, MAJOR INDUSTRIES, INSURANCE COMPANIES, ETC. FOLLOW-UP MAILING WOULD INCLUDE BROCHURE WHICH WE ASSUME WILL BE AVAILABLE SHORTLY. PLEASE NOTIFY MAILING DATE BY CABLE. WE EXPECT MINIMUM 100 COPIES MAILED DIRECTLY TO US.

2. IN VIEW IMPORTANCE FINANCIAL SECTOR HERE INDICATION OF WHICH TRADE MISSION PARTICIPATING COMPANIES ARE OF SPECIAL RELEVANCE TO BANKS WOULD BE HELPFUL.

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3. PLEASE INFORM PROJECTED ARRIVAL TIME IN LUXEMBOURG ON MARCH 10. IF POSSIBLE, RECEPTION WOULD BE SCHEDULED THAT EVENING TO SERVE AS FIRST MEETING WITH INTERESTED BUSINESS COMMUNITY RATHER THAN AS AFTER-THE-FACT WINDUP ON MARCH 11. (EMBASSY BRIEFING COULD ALSO TAKE PLACE BEFORE DAY OF APPOINTMENTS). AMBASSADOR WILLING

TO HOST RECEPTION. PLEASE CONFIRM WHETHER MISSION
WILL UNDERWRITE IN FULL OR PART. PROPOSE GUEST LIST
OF 50 PERSONS WITH ESTIMATED COST OF US\$200.00.

4. HOTEL RESERVATIONS - SIX SINGLES AND ONE SUITE -
MADE FOR NIGHTS OF MARCH 10 AND 11 AT HOLIDAY INN
WHICH IS ADJACENT TO CHAMBER OF COMMERCE BUILDING.
ADDRESS IS: LUXEMBOURG-KIRCHBERG. TEL. 43 50 51.
EMBASSY ROOM RATES ARE 1000 FRANCS (\$27.00) PER SINGLE,
AND 2400 FRANCS (\$59.00) FOR THE SUITE.

5. PRODUCT LITERATURE RECEIVED FOR DIVA IN SUFFICIENT
QUANTITY; ONLY ONE SET OF LIETERATURE RECEIVED FROM
COMPUSCAN. NOTHING ELSE YET RECEIVED. SUPPLY OF COMPANY
BROCHURES/INFORMATION WOULD BE VERY HELPFUL (25 SETS
SHOULD BE ADEQUATE). GINN

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Message Attributes

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Sent Date: 27-Jan-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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